



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: August 16, 2016

Subject: Event Partnership Agreement Parada Del Sol Parade

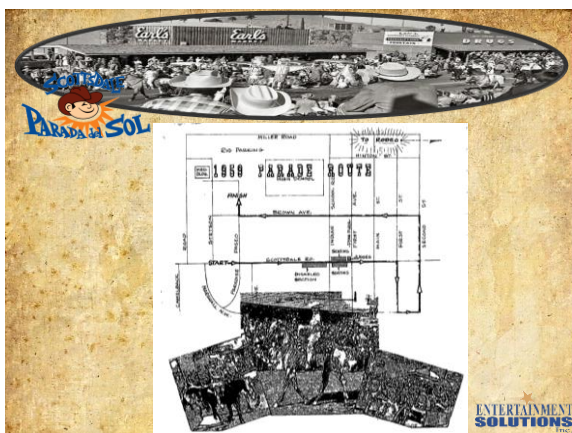
Events are an important component of Scottsdale's overall image, "its product", and its lifestyle. The City and its residents often benefit from events held in Scottsdale through increased cultural opportunities, recreational and increased economic activity, enhanced community status, and additional marketing exposure.


Parada Del Sol Parade and Trails End Celebration is an event that is locally significant, has historical value, and celebrates a community spirit. For over 20 years the parade and celebration has received annual funding from bed tax allocated toward tourism event development through the community event funding program.

The parade and ancillary events attract over 50,000 attendees and are extremely important for the benefits mentioned. In order to enhance the parade programming and ensure growth of the event, the city is evaluating entering into multi-year event partnership agreement with Parada Del Sol Inc. The agreement may include direct dollar and in-kind service support.

Next Steps



Following TDC discussion and additional considerations, staff will present an event partnership agreement for consideration on the September 20 TDC agenda.






Parada del Sol Committee History

In 1953, the Scottsdale Jaycees took over the Sun Shine Festival. They extended the one day event into a three day activity and renamed it the Parada del Sol & added a Rodeo. The Scottsdale Jaycees operated the festival until 2008, when the event became too large for the Jaycees organization to manage. In 2008, several members of the Jaycees created Parada del Sol, Inc., a 501(c)(4) non-profit organization. Parada del Sol Parade Inc. currently operates the Parade & Trail's End Festival, and is run by a volunteer committee.

2016 Parade Enhancements

- ✓ Added "Scottsdale" to Official Name
- ✓ Named Paul Messinger as Grand Marshal
- ✓ Enhanced Merchant Relations Efforts
- ✓ Updated Parade Route to include Museum of the West
- ✓ Partnership with Scottsdale Unified School District
- ✓ Support of the Scottsdale Tourism & Events Dep't
- ✓ Arizona Flag Pilot Program in Old Town area
- ✓ Updated Parade Equine Safety Plan




2016 Trail's End Enhancements

- ✓ Enhanced event attractions & activities
- ✓ Updated event site plan
- ✓ Expanded Multicultural attractions
- ✓ Expanded musical entertainment
- ✓ Expanded school participation
- ✓ Expanded kids activities & attractions
- ✓ Enhanced signage & décor




Parada del Sol Website

www.paradadelsolparade-trailsend.com




2017 EVENT OVERVIEW





Short-Term Goals

- ✓ Update Event Branding
- ✓ Enhance Event Offerings
- ✓ Local, Regional & Statewide Reach
- ✓ Increase Marketing Exposure for Scottsdale
- ✓ Organizational Efficiencies
- ✓ Increase Sponsorship Opportunities
- ✓ Financial Stability





Long-Term Goals

- ✓ Destination Event
- ✓ Premier Festival in the Southwestern United States
- ✓ 2-3 Day "Signature Event"
- ✓ Encompass Larger Portion of Downtown Scottsdale
- ✓ Generate Substantial Hotel Bookings & Consumer Spending
- ✓ Extend the Winter/Spring Tourist Season

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2017 Schedule of Events

Event Date: Saturday, Feb. 11, 2017

Parade: 10am-12pm


Trail's End Festival: Noon-5pm

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2017 PARADE DETAILS

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2017 Parade Route

- ✓ The Parada del Sol Parade features over 125 entries, floats & marching bands
- ✓ The 2017 Parada del Sol Parade route will run from north to south on Scottsdale Rd.
- ✓ The Parade will begin at the intersection of Stetson Dr. & Scottsdale Rd. and will proceed south to 1st St.
- ✓ At 1st St., the Parade will turn west (right) and proceed to Marshall Way
- ✓ At Marshall Way, the Parade will turn south (left) and proceed to 2nd St.
- ✓ At 2nd St. the Parade will turn east (left) and proceed on 2nd St. to Brown Ave
- ✓ At Brown Ave., the parade will turn north (left) and proceed to Indian School Rd.
- ✓ The end of the Parade route will be at the intersection of Brown Ave. & Indian School Rd

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Parade Route Map



PRIMARY STAGING AREA

SECONDARY STAGING AREA

PARADE ROUTE

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2017 TRAIL'S END FESTIVAL DETAILS

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Western Village


Attractions*:

- ✓ Live country-western music
- ✓ Western re-enactments & displays
- ✓ Themed interactive games & activities
- ✓ Western performers
- ✓ Old West Shooting Gallery
- ✓ SRP Panning-for-Gold display

*Subject to change



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Native American Village

Attractions*:

- ✓ Native American stage performances
- ✓ Traditional Native American dance demonstrations
- ✓ Native American food offerings
- ✓ Native American jewelry-making
- ✓ Native American art & displays
- ✓ Traditional Native American living displays

*Subject to change



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Hispanic Village

Attractions*:

- ✓ Traditional & Contemporary Hispanic Music
- ✓ Hispanic Dance Demonstrations
- ✓ Hispanic Food & Drink
- ✓ Salsa Competition
- ✓ Hispanic Craft Making
- ✓ Mariachi Band Competitions

*Subject to change



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Cowboy Kids Area


Attractions*:

- ✓ Children's entertainment & dance troupes
- ✓ Petting Zoo
- ✓ Inflatable rides & activities
- ✓ Pony rides
- ✓ Photo booths
- ✓ Kids Arts & Crafts

*Subject to change



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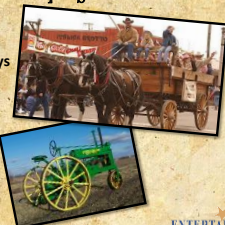


Vintage Vehicle Displays


Attractions*:

- ✓ Vintage farming equipment displays
- ✓ Pony car club displays
- ✓ Horse drawn carriage displays
- ✓ Antique vehicles

*Subject to change



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Mayor's "Stars of Scottsdale" Stage Recognition

Immediately following the Parade, Mayor Lane will take to the Main Stage at 1st Ave & Scottsdale Rd. to recognize various "Stars of Scottsdale," including the following:

- ✓ Grand Marshal & Division Marshals
- ✓ City of Scottsdale "heroes" (i.e. Police; Fire; etc.)
- ✓ Community servants
- ✓ School academic & sports champions
- ✓ Others

*Subject to change

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